

PTO/SB/21 (09-04)

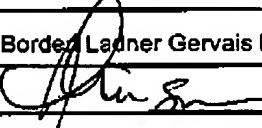
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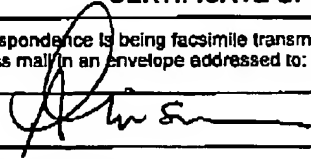
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10,028,795	
	Filing Date	December 28, 2001	
	First Named Inventor	Brad. R. BLACK et al.	
	Art Unit	2153	
	Examiner Name	LIM, Krisna	
Total Number of Pages in This Submission	12	Attorney Docket Number	PAT 2222-2

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Firm Name	Borden Ladner Gervais LLP	
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Printed name	Anne Kinsman	
Date	July 5, 2005	Reg. No. 45,291

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: BLACK, Brad, R.; ULRICH, Gamet, C.; ASHTON, Peter, T.
Serial No.: 10/028,795
Filed: December 28, 2001
Title: EFFICIENT CONTENT PLACEMENT USING NETWORK PROXIMITY
Group: 2153
Examiner: Krisna LIM
Attorney Ref.: PAT 2222-2 US

July 5, 2005

Commissioner for Patents
U.S. Patent and Trademark Office
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U.S.A.

RESPONSE AND AMENDMENT

Dear Sir:

In response to the Office Action of April 6, 2005, please amend the above-identified application as follows:

Amendments to the Claims are described beginning on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.